R.J. Reynolds
Tobacco Company

KEITH L. MYERS, JR.
Division Manager

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April 12, 1996

To: Buffalo Region

Subject: 1996 D.I.R.T. passes

Ladies & Gentlemen

Please find attached your 1996 DIRT "Major Sponsors Pass".
This pass will gain you entrance to any DIRT sanctioned event.
With the number of tracks now participating in our program we need to ensure that POS as well as premiums are readily available to customers at the concession stands.
IMPORTANT- Please do not place any NASCAR or Winston Cup POS or Banners at any DIRT tracks.
If you should have any questions about this years program please don't hesitate to give me a call.

Sincerely,
Keith
K.L. Myers/DM

c/c F. Natali
D. Keeny

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Source: https://www.industrydocuments.ucsf.edu/docs/jqdn0000